

ORDER



KSNV

Orders

Order / Rev: 104655
 Alt Order #: 06835929
 Product Desc: RNC - ROMNEY
 Estimate: 279
 Flight Dates: 07/25/12 - 07/31/12
 Original Date / Rev: 07/24/12 / 07/24/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: American Rambler Productions
 Buying Contact:
 Billing Contact:
 138 Conant St.
 Beverly, MA 02494

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: RNC/Romney for President
 Demographic: A35+
 Product Codes: PLC03
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	74	\$86,650.00	\$73,652.50
07/30/12	07/31/12	36	\$33,200.00	\$28,220.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	74	\$86,650.00	\$73,652.50	0.00
August 2012	36	\$33,200.00	\$28,220.00	0.00
Totals	110	\$119,850.00	\$101,872.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/30/12	07/31/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners WAKE W/WAGNRS2 2X/DAY WITH MAX SEP		6-7a	MT-----	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	MT-----					4	\$700.00		0.00			
E 2	KSNV	07/25/12	07/27/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners WAKE W/WAGNRS2 1X/DAY		6-7a	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	--WTF--					3	\$700.00		0.00			
E 3	KSNV	07/25/12	07/27/12	Today Show Today Show TODAY SHOW 2X/DAY WITH MAX SEP	CM	658a-9am	--WTF--	:30	6	\$1,400.00	1	0.00	NM	6	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	--WTF--					6	\$1,400.00		0.00			
E 4	KSNV	07/30/12	07/31/12	Today Show Today Show TODAY SHOW 2X/DAY WITH MAX SEP	CM	658a-9am	MT-----	:30	4	\$1,400.00	1	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	MT-----					4	\$1,400.00		0.00			
E 5	KSNV	07/30/12	07/31/12	M-F Today Show II 3rd H M-F Today Show II TODAY SHOW 2 2X/DAY WITH MAX SEP	CM	9-10a	MT-----	:30	4	\$500.00	1	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	MT-----					4	\$500.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	KSNV	07/30/12	07/31/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MT-----	:30	4	\$500.00	1	0.00	NM	4	\$2,000.00
TODAY SHOW 2 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MT-----					4	\$500.00		0.00			
E 6	KSNV	07/25/12	07/27/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	--WTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
TODAY SHOW 2 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					3	\$500.00		0.00			
E 7	KSNV	07/30/12	07/31/12	Olympics Daytime Weekdays Olympics Daytime Weekdays	CM	9am-4pm	MT-----	:30	6	\$1,200.00	3	0.00	NM	6	\$7,200.00
OLY DAYTIME 3X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MT-----					6	\$1,200.00		0.00			
E 8	KSNV	07/25/12	07/27/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
TODAY SHOW 3 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					3	\$325.00		0.00			
E 9	KSNV	07/25/12	07/27/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	6	\$425.00	1	0.00	NM	6	\$2,550.00
NEWS AT NOON 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					6	\$425.00		0.00			
E 10	KSNV	07/25/12	07/27/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
DAYS OF OUR LIVES 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					3	\$425.00		0.00			
E 11	KSNV	07/25/12	07/27/12	The Doctors The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$175.00	2	0.00	NM	3	\$525.00
DOCTORS 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					3	\$175.00		0.00			
E 12	KSNV	07/25/12	07/27/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR PHIL 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					3	\$450.00		0.00			
E 13	KSNV	07/30/12	07/31/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MT-----	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
FIRST NEWS 3-4 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MT-----					4	\$700.00		0.00			
E 14	KSNV	07/25/12	07/27/12	News 3 at 4 (1/2 hr) News 3 at 4 (1/2 hr)	CM	4-430p	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
FIRST NEWS 3-4 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					3	\$700.00		0.00			
E 15	KSNV	07/25/12	07/27/12	News 3 at 430pm News 3 at 4:30PM	CM	430-5pm	--WTF--	:30	6	\$700.00	1	0.00	NM	6	\$4,200.00
NEWS 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					6	\$700.00		0.00			
E 16	KSNV	07/30/12	07/31/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MT-----	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MT-----					4	\$700.00		0.00			
E 17	KSNV	07/25/12	07/27/12		CM	5-630p	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Early News M-F Early News NEWS 3 AT 5 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					6	\$1,000.00		0.00			
E 18	KSNV	07/30/12	07/31/12	M-F Early News M-F Early News NEWS 3 AT 5 2X/DAY WITH MAX SEP	CM	5-630p	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MT-----					4	\$1,000.00		0.00			
E 19	KSNV	07/25/12	07/27/12	M-F Jeopardy M-F Jeopardy JEOPARDY 2X/DAY WITH MAX SEP	CM	630-7pm	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					6	\$1,000.00		0.00			
E 20	KSNV	07/30/12	07/31/12	M-F Jeopardy M-F Jeopardy JEOPARDY 2X/DAY WITH MAX SEP	CM	630-7pm	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MT-----					4	\$1,000.00		0.00			
E 21	KSNV	07/25/12	07/27/12	M-F Wheel M-F Wheel of Fortune WHEEL 1X/DAY	CM	7-730pm	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					3	\$1,000.00		0.00			
E 22	KSNV	07/30/12	07/31/12	M-F Wheel M-F Wheel of Fortune WHEEL 1X/DAY	CM	7-730pm	MT-----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MT-----					2	\$1,000.00		0.00			
E 23	KSNV	07/25/12	07/26/12	M-F News 3 at Eleven M-F News 3 at Eleven NEWS 3 AT 11 1X/DAY	CM	11pm-1135pm	--WT---	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WT---					2	\$1,100.00		0.00			
E 24	KSNV	07/25/12	07/27/12	The Tonight Show Tonight Show TONITE SHOW NBC 1X/DAY	CM	1135p-1237a	--WT---	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WT---					3	\$425.00		0.00			
E 25	KSNV	07/27/12	07/27/12	Olympics Late News 3 Late News during Olympics OLY LATE NIGHT	CM	11pm-12:35am	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--					1	\$1,000.00		0.00			
E 26	KSNV	07/27/12	07/27/12	Olympics Opening Ceremony Olympics Opening Ceremony OLY OPENING CEREMONY	CM	730p-12a	----F--	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--					1	\$10,000.00		0.00			
E 27	KSNV	07/28/12	07/28/12	Olympics Primetime Olympics Primetime OLY WEEKEND PRIMETIME	CM	7pm-12am	-----S-	:30	2	\$6,000.00	3	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					2	\$6,000.00		0.00			
E 28	KSNV	07/28/12	07/28/12	Olympics Late News 3 Late News during Olympics OLY LATE NEWS	CM	11pm-12:35am	-----S-	:30	2	\$1,000.00	7	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					2	\$1,000.00		0.00			
E 29	KSNV	07/28/12	07/28/12		CM	4am-6pm	-----S-	:30	2	\$1,700.00	3	0.00	NM	2	\$3,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Olympics Daytime Weeke															
Olympics Daytime WEEKEND															
OLY WEEKEND DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 07/23/12		07/23/12	07/29/12	-----S-			2		\$1,700.00			0.00			
E 30	KSNV	07/29/12	07/29/12	Olympics Primetime	CM	7pm-12am	-----S	:30	1	\$6,000.00	3	0.00	NM	1	\$6,000.00
Olympics Primetime															
OLY WEEKEND PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 07/23/12		07/23/12	07/29/12	-----S			1		\$6,000.00			0.00			
E 31	KSNV	07/29/12	07/29/12	Olympics Late News 3	CM	11pm-12:35am	-----S	:30	2	\$1,000.00	7	0.00	NM	2	\$2,000.00
Late News during Olympics															
OLY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 07/23/12		07/23/12	07/29/12	-----S			2		\$1,000.00			0.00			
E 32	KSNV	07/29/12	07/29/12	Olympics Daytime Week	CM	4am-6pm	-----S	:30	4	\$1,700.00	3	0.00	NM	4	\$6,800.00
Olympics Daytime WEEKEND															
OLY WEEKEND DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 07/23/12		07/23/12	07/29/12	-----S			4		\$1,700.00			0.00			
													Totals	110	\$119,850.00